



# Waukesha County

## Office of the County Executive

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**FOR IMMEDIATE RELEASE**

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### **NEW ECONOMIC DEVELOPMENT ORGANIZATION ANNOUNCED Media Tour, Signing Event Kicks Off Partnership**

**(WAUKESHA, WI)** – Today, Waukesha County Executive Paul Farrow is announcing the award of the county’s new Economic Development Organization (EDO) to the Waukesha County Business Alliance, in partnership with the city of Waukesha, and the University of Wisconsin Small Business Development Center.

A signing of the award will take place on Tuesday, May 24 at EmbedTek, LLC., an expanding computer hardware firm. A tour of EmbedTek, located at N7W23700 Bluemound Rd #100, Waukesha, WI, will take place at 9:15 am. The signing ceremony will take place at 10:00 am.

“Waukesha County is proud to award the new Economic Development Organization contract to the Waukesha County Business Alliance. Our work group spent a year researching best practices nationwide, and it’s clear that the Business Alliance will be the best stewards of our plan,” said Waukesha County Executive Paul Farrow.

The new EDO will be a one-stop-shop for local businesses who want to expand in the City of Waukesha and throughout Waukesha County. It will provide workforce, financial, and site selection assistance. It will also provide an organized strategy for connecting businesses with organizations that have the resources to provide that assistance.

“Helping businesses grow is at the heart of what we do at the Alliance,” said Suzanne Kelley, President of the Waukesha County Business Alliance. “Creating a new Economic Development Organization that will be supported and co-located at the Alliance is a natural extension of our mission. We’re excited by this opportunity to further serve the business community and assist companies seeking to grow in Waukesha County.”

Collaboration between all four entities was key in the creation of the mutually beneficial partnership. The contribution from the city of Waukesha will pave the way for other municipalities to benefit from the new organization.

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“The Waukesha City Council and I are committed to Economic Development in our region and are excited to partner with Waukesha County, our business leaders, and our neighboring cities to support this effort,” said Mayor Shawn Reilly. “I look forward to working closely with the Waukesha Business Alliance to attract new development to our region, retain and grow our existing businesses and adding well-paid jobs to our community.”

**About Waukesha County’s Business Growth Strategy**

The Economic Development Organization fulfills the two core objectives of Waukesha County’s Business Growth Strategy: the need for a central point of contact for businesses looking for workforce, financial and site selection assistance; and the need for an organized strategy to connect businesses with organizations that have the resources to provide the assistance. More information is available at [www.waukesha.org/businessgrowthstrategy](http://www.waukesha.org/businessgrowthstrategy).

**About the Waukesha County Business Alliance**

The Waukesha County Business Alliance is a private, member-driven organization, and has been the voice of business since its founding in 1918 as the *Waukesha Association of Commerce*. More information is available at [www.waukesha.org](http://www.waukesha.org).

**About the City of Waukesha**

The City of Waukesha is the largest municipality within Waukesha County and the seventh largest city in the state. The City is characterized by a rich mix of neighborhoods, excellent schools, variety of shopping choices, a diverse industrial base, an active arts community, and beautiful parks and recreational amenities. The City strives for a community that provides a diversified work environment, balanced housing stock, and strong business opportunities. [www.waukesha-wi.gov](http://www.waukesha-wi.gov)

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